QP

JUL/AUG 2020

FASHION AND LIFESTYLE MAGAZINE

ESTRELLA NOURI

BY YASMINE KATEB

MAISON

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LETTER FROM THE EDITOR

Oh boy does time fly. In a blink of an eye, we find ourselves in August 2020. What a year it has been so far...There is a lot more we need to do to bring our world to a better place. Justice still needs to be served, a cure needs to be found and it is crucial that we come together in these trying times.

As we make our way towards the end of summer, I think it's safe to say we all deserve some much needed sun, drinks and dance! COVID-19 may have stopped a lot of things but it can't turn off our fire within!

In this issue, we are excited to showcase once again beautiful work and incredible people. Our cover is Estrella Nouri, the new international image for guess. Beautiful and empowering, she represents what we are all about here at QP: true beauty and strength. Take a moment to breath and show yourself some love...you are still here taking a stand every day!

Feel the breeze, the sun and the beauty around you….And enjoy the last weeks of summer!

ALEXANDRA BONNET & JOSE-MARIA JIMENEZ
Senior Editor & Editor-in-Chief
QPmag

COVER



MODEL: ESTRELLA NOURI @estrellanouri
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MAKEUP ARTIST: GRACE BALSAMO @gracebalsamomua
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SPECIAL THANKS TO PAUL MARCIANO

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MARQUISE BRIDAL



Bodysuit **NOW PR LA**

SLEEK!

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SPECIAL THANKS TO KIMPTON LA PEER HOTEL - WEST HOLLYWOOD

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Bodysuit **NOW PR LA**

Blue Shiny Tank Bodysuit
DULCE BESTIA
Earrings
MAISON LOUELLA
Ring
JEWELRY BAR
Bracelet
MAISON LOUELLA

Denim Jacket **DENIM BLVD**
Bodysuit **MAISON PRIVEE**
Earrings **MAISON LOUELLA**





Blue Shiny Tank Bodysuit
DULCE BESTIA

QP

Jumpsuit **MAX & CO.**

Swimsuit **HUNZA G**
Earrings **JIL SANDER**
Heels **TONY BIANCO**

POOL TIME

PHOTOGRAPHER: KARINA DOBRA @karinadobraphoto
MODELS: KRISTINA PERIC @kristinaperic26
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Swimsuit **OSEREE**
Bracelet **HERMES**
Earrings **VINTAGE**


Swimsuit **HUNZA G**
Earrings **ELIZABETH COLE**
Heels **ALDO**

KRISTINA (left):
Swimsuit **HUNZA G**
Earrings **ALESSANDRA RICH**
Heels **TONY BIANCO**

MONICA (right):
Swimsuit **HUNZA G**
Earrings **ELIZABETH COLE**
Heels **ALDO**


Swimsuit **OSEREE**
Earrings **VINTAGE**
Heels **ALDO**

Shirt **SIR THE LABEL**
Shorts **BASSIKE**
Bracelet **HERMES**
Earrings **VINTAGE**
Heels **TONY BIANCO**

ESTRELLA NOURI

A New Supermodel

Interview by SHARON JANE @itissharonjane

Join us as we sit down and talk to GUESS's new "Guess Girl", Estrella Nouri and her latest shoot with the enthralling photographer: Yasmine Kateb. Estrella unveils her journey to becoming the first Iranian Guess Girl and all she has accomplished amid the obstacles she has faced. Estrella is here with a voice, a mission to expand her message of good influence and inspire other dreamers that even when someone says "no", you have to listen to your heart and fight for the "yes." After everything she has accomplished, Estrella shows us that she isn't done just yet - in fact, she's far from it.

PHOTOGRAPHER: YASMINE KATEB @yasminekateb
WARDROBE STYLIST: ORETTA CORBELLI @orettac
MAKEUP ARTIST: GRACE BALSAMO @gracebalsamomua
HAIR STYLIST: ROBERT STEINKEN @robertsteinkenhair
SPECIAL THANKS TO PAUL MARCIANO


Top
HONEY BIRDETTE
Skirt
MARCIANO
Earrings & Gloves
MARCIANO

Lingerie **GUESS**
Shoes **MARCIANO**

QP



Lingerie **GUESS**
Shoes **MARCIANO**

Ok, first things first...we are all absolutely obsessed with this photoshoot! What was the inspiration behind Yasmine Kateb's shoot?

Yasmine and I immediately connected on the vision for the QP shoot. We knew that old Hollywood was the perfect concept because of how timeless it actually is. The glitz, the glamour, the unapologetic acceptance of natural beauty and curves. That is what Marciano X Guess is all about.

Yasmine Kateb is the photographer of this amazing shoot. How is it like for inspirational women like yourselves to join forces and work together?

I love working with Yasmine. I'm proud as a Middle Eastern woman to see another woman of my culture winning in the fashion industry. I don't know if people know how rare that is. The first time I saw Yasmine's work, it was via social media and I was instantly inspired by how she captures moments so effortlessly. I knew instantly that I had to work with her. Less than 2 weeks later, I walk into Guess Headquarters and I find out that Yasmine will be shooting the new Marciano collection. We instantly bonded and I knew that we would join forces and continue to create a positive impact as two Middle Eastern women in the industry.

How was it being discovered by Paul Marciano and being among the most legendary Guess girls like Claudia Schaffer and Anna Nicole Smith (and now you!)?

Paul Marciano is the most visionary man I've met in the fashion industry. He has this gift to find talent and I am grateful to be a part of his iconic vision. It has been a dream come true to have my photos alongside Claudia Schiffer, Anna Nicole Smith, Adriana Lima, and Naomi Campbell just to name a few.

Paul Marciano is always known to tell a story in his shoots, what strategies do you use to evoke Paul's concepts in his photography?

My first campaign was shot in the same location where The Great Gatsby was filmed. Right away I knew I needed to channel the 1920's era and bring a little extra glitz to every look. My immediate feedback from Paul Marciano after day one of my campaign was "the images look strong" and that's when I knew it was a successful start to the campaign.

In your words, what is a Guess Girl? What qualities should a Guess Girl have?

A Guess girl is confident, classy, sophisticated and has no fear of her own sensuality. The qualities a Guess girl should have are: utmost confidence in her own skin, courage, kindness, respectfulness and a willingness to work hard.

"A Guess girl is confident, classy, sophisticated and has no fear of her own sensuality."

How did you get into modeling and to where you are today with a successful modeling, singing and acting career with a bright future?

It has been my childhood dream to become a Marciano Guess girl. When I was in high school my mother took me to the Rodeo Drive location Guess store. I was on the 2nd floor inside the Marciano dressing room where I fell in love with every Marciano piece I had tired on. Marciano just fit my every curve. In that moment, I decided that one day I would be a Marciano girl but as I shared my dreams I was told by naysayers that I was "too curvy" to be a model. Those words stuck with me and I allowed the negativity to hold me back from pursuing my modeling dreams. I left my modeling aspirations on the back burner while I gained traction

Total Look
MARCIANO

as an actress, booking roles on ***2 Broke Girls****,* ***Shadow Wolves*** *and the Emmy nominated show* ***Queen Sugar*** *where I was handpicked by Ava Duvernay and Oprah Winfrey for the role of Melina Gold. Simultaneously my song "Farari" went number one in the Middle East. But then, thanks to Josh Ryan I did my first test shoot with Guess which led to me to being discovered by Paul Marciano. I am forever grateful for these two incredible souls.*

Now, your story is very inspiring and you are growing your influence day by day, expanding your platform to be a voice of inspiration for us. What kind of role model do you pursue to be and what is your message?

I grew up in a very traditional Middle Eastern family with a single mother who did not condone pursuing the arts. That became a big obstacle to overcome because I never wanted to disappoint my mother but I knew that I had to be true to myself and at least go out and try to "make it." It wasn't easy because pursuing your dreams comes with many opinions and a lot of rejection but I never gave up. And now I'm proud to say I'm living out my dream and its just the beginning for me. My message is - If I can do it so can you. Just focus on what it is that you want, and go for it regardless of what anyone has to say.
Dream it. Do it. Be it.

As someone that is motivated by becoming more and more of an inspiration for others, what would you like to see improved in the world today?

I would like to see more kindness in the world. If we were to implement kindness, our world would be brighter. If we stop evaluating and start appreciating each other we wouldn't be isolating races and cultures instead, we would be celebrating them and each other.

You are recognized as the first Iranian Guess Girl ever (congratttsss!!), how does that feel?

It is a dream come true to be the first Iranian Guess Girl! I am so thankful to Paul Marciano for believing in me and for making my dream into a reality. He is truly one of a kind and I'm proud to be a part of his continuous iconic visions.

"I am so thankful to Paul Marciano for believing in me and for making my dream into a reality."

You have accomplished some pretty big milestones in your career thus far, what would you like to accomplish next?

I would like to be a lead in the next James Bond/Mission Impossible movie...wearing Marciano of course.

How do you recharge your creativity in your free time? What do you do when you need a "serotonin" boost?

I love spending time with my dogs, reading inspirational books, dancing, perfecting my shot at the gun range and creating quality time with my friends and family.

As an Iranian now based in California, what do you miss most about your hometown?

I am 100% Iranian but I was born and raised in Sweden. Sweets are my Kryptonite and Stockholm has the best (Swedish) candy on the planet. I miss that. And snow days.



Dress
MARCIANO

QP



Lingerie **GUESS**
Shoes **MARCIANO**
Clutch **MARCIANO**

Top
HONEY BIRDETTE
Skirt
MARCIANO
Earrings & Gloves
MARCIANO



You have shown us that not only can you act and model but you are also an amazing singer! Are there any new music projects in the future for us to be excited about? And any new acting projects?

I am always working on new projects. Music, acting, modeling, and my more recent stand-up comedy. Can't wait to share with you guys what's coming up...hang tight.

It is also known that you recently did a stand-up comedy tour, can you tell us a bit about that and if we should expect more shows in the future?

After watching ***"The Marvelous Mrs. Maisel"*** *I knew I wanted to pursue stand up comedy. Unfortunately, I was told that "someone who looked like me wouldn't be able to do stand up". I took that as a challenge and now I'm proud to say that I went on a world comedy tour breaking barriers as a Farsi/English bilingual comedian for sold-out shows in the Middle East, Europe and North America.*

I also need to add that you are an amazing dancer, where did you learn how to dance like that?

I've always been drawn to dance. It is something that is just effortless for me. I am especially drawn to hip hop and krumping because of the passion that oozes out of every move.

And lastly: you are so loved by your fans, and you love them a lot, too. What would you like to say to them?

My fans mean the world to me! I would like to let them know not to be afraid of pursuing their dreams. If I can inspire people to own this then I feel like I am doing my job. I want to see people winning and I love it when my fans share their wins with me.

"I love working with Yasmine. I'm proud as a Middle Eastern woman to see another woman of my culture winning in the fashion industry. I don't know if people know how rare that is."

Total Look **MARCIANO**

Top
HONEY BIRDETTE
Skirt
MARCIANO
Earrings & Gloves
MARCIANO
Shoes
MARCIANO







Top
HONEY BIRDETTE
Skirt
MARCIANO
Earrings & Gloves
MARCIANO
Shoes
MARCIANO




Lingerie **GUESS**



Lingerie **GUESS**
Shoes **MARCIANO**

OP




Lingerie
GUESS
Earrings, Tunic & Shoes
MARCIANO

GOLDEN STATE OF MIND



Silk Top **AMATERAS**
Shorts **JLUX LABEL**
Shoes **OH POLLY**

PHOTOGRAPHER: KENT AVERY @kentaveryphoto
MODEL: JESSICA MICHEL SERFATY @jessicamichel
AGENCY: LIPPS LA @lippsla
WARDROBE STYLIST: JENNY RODRIGUEZ @styledbyjennyr
MAKEUP ARTIST: LIZ CASTELLANOS @makeupbyliz
HAIR STYLIST: RUTH MURO @colorbyruth
SPECIAL THANKS TO ANAHID KRILE @anahidkrile


Robe **AMATERAS**
Swimwear **OH POLLY**
POLLY

Silk Short and Hoodie
AMATERAS



Silk Top **AMATERAS**
Shorts **JLUX LABEL**
Shoes **OH POLLY**



Silk Short and Hoodie
AMATERAS

QP

One Piece Jumpsuit **AMATERAS**
Earrings **AWE INSPIRED**



Tank **OH POLLY**
Pants **UNITED WOOD**
Earrings **AWE INSPIRED**

Robe **AMATERAS**
Swimwear **OH POLLY**





Dress **KAFTAN STUDIO**

FASHION

SPRING/SUMMER 2020

COUTURE WEEK

HIGHLIGHTS

By SHARON JANE @ @itssharonjane

As we dive deeper into summer and become more aware of the upcoming autumn, it's time to get inspiration from the most sensory-invigorating fashion season of the year: Paris Couture Week. The common theme for this year's couture week has been one of unity. Unity consists of 2 things: the awareness of the importance of the individuality of others and valuing and expressing our own individuality. Being proud of our roots, rediscovering passions, voicing our opinions, standing up for change and supporting art and their artists: these are all elements of what was seen in Paris Couture Week 2020. Here are the highlighting designers for this couture week.

SCHIAPARELLI

With the perfect union of introverts and extroverts in mind, Daniel Roseberry presented a collection that had theatrical drama and relaxed everyday styles all in one. Under Daniel Roseberry's new direction (starting just a little over a year ago), he wanted to revive the label's natural spirit by bringing back to life the whimsical and surreal world of its founder: Elsa Schiaparelli. The collection took inspiration from the label's historic elements such as showcasing looks inspired by Schiaparelli's work looks and from her past collaborators like the sculptor, Alberto Giacometti. With Elsa's audacious, visionary and fiery spirit in mind, this season's couture collection was presented with 4-dimensional embellished gowns, gilded skeletal arm jewelry and gravity-defying silhouettes. The takeaway: fantasy can be reality, you have the ability to give life to your fantastic daydreams, and please believe that there are no boundaries to creativity.



CREDIT: ISIDORE MONTAG - GORUNWAY.COM









ALL IMAGES
CREDIT: ISIDORE MONTAG - GORUNWAY.COM

JEAN PAUL GAULTIER

It's sad but true: seeing Gaultier on runways is now a thing of the past, but fret not that he went out with a bang, of course. For his farewell collection, we saw over 200 looks from Pierre Cardin's protege that has now blossomed into the daring world-renown couturier we all love dearly. The show was a flawless homage, celebrating all of Gaultier's past collections and passions as well as being a celebration of his unfiltered creativity. With no holding back or cutting out looks, the collection was filled with Gaultier's unmissable theatrical romance, unworldly modernity and femme fatale touch.





JEAN PAUL GAULTIER



CATHERINE LOEWE









ALL IMAGES
CREDIT: ALESSANDRO LUCIONI

RONALD VAN DER KEMP

Unapologetically fierce, quietly elegant, and endlessly classic - we are talking about Van Der Kemp's couture collection.
Featuring ethically made gowns with upcycled fabrics, Ronald Van Der Kemp unites with other couturiers in their promise to create glamorous yet consciously-made collections.

ALL IMAGES CREDIT: DANIELE OBERRAUCH













VIKTOR & ROLF

Tatted models and storybook couture gowns - Viktor & Rolf once again leaves us gasping for more with the perfect combination of tough love and naiveté innocence. Viktor & Rolf continues its fairytale with library-color themed patchwork gowns, Klimt-like rainbow brocade mini dresses, 90s neon jelly shoes, cloud-like tulle, babydoll silhouettes, bigger-than-life bows, and orange creamsicle-toned cascading ruffle capes. With a mission to bring more sustainability to couture, the collection presented vegan recycled fabrics and a spirit of DIY upcycling with textured hems and mix-matched patchwork. Viktor & Rolf has unearthed medieval fabric-dying practices and ancient ways of fabric-making in the past, so we can always expect the label to continue to surprise us with different ways to be more sustainable while also sparking a sense of magic and romance for history in upcycled couture.

IMAGES: ALESSANDRO LUCIONI
GORUNWAY.COM

CHANEL

The infallible French label, Chanel, once again wowed us this time by channeling Coco Chanel's childhood for its couture collection. A story of embracing her past and using it as fuel to become the fashion pioneer she is recognized as today was told with looks inspired by Coco's old convent school by seeing mosaic prints to school-ready Peter pan collars. The collection then transitioned into the glimmering nostalgia of child's play with floating tulle, voluminous ruffles, romantic draping, sheer airy fabrics, fairy-like silhouettes, sailor capes, and an infantile color scheme that overall was reminiscent of gardens in the summer and the exploration of the outside world as a little one.

IMAGES: ALESSANDRO LUCIONI
GORUNWAY.COM









CREDIT: DANIELE OBERRAUCH



CREDIT: DANIELE OBERRAUCH





GUO PEI

Guo Pei once again unlocks a whole new universe in her collection, telling us a sacred story of the Himalayan Kingdom. We are transported into the spiritual and fantastical world of the holy Himalayas that is believed to be the home of gods and a sacred space for inner-seeking. Going above the beyond, Guo Pei's interpretation of the mysterious mountain range was seen in the intricate detailing as well as the fabrics that were chosen, like the ancient Japanese Obi fabrics and silk kimono belts that were transformed delicately. These looks embodied elements of the crisp mountain clouds, the quietly respectable chilly climate, ancient Tibetan monk garbs, halo headpieces, Buddhist thangka embroidery, and a gorgeous Eastern color scheme which included soft pinks, vibrant greens, and divine golds. Guo Pei's couture collection was a celebration of spiritual renaissance and was translated into a collection so beautiful, it is difficult to describe. Her creativity was once again seen in awe-inspiring designs that speak for themselves and have left us speechless.







IMAGES: FILIPPO FIOR
GORUNWAY.COM



CREDIT: FILIPPO FIOR
GORUNWAY.COM



CREDIT: FILIPPO FIOR
GORUNWAY.COM

SPRING/SUMMER 2020

ENTERING A NEW ERA OF SELF-EXPRESSIONISM, ARTISTRY, AND UNITY

THE FACETIME SERIES

A PROJECT BY
YASMINE KATEB @yasminekateb





MODEL: MAYLIN AGUIRRE @maylinaguirre2









REIKO MCNISH

AMATERAS

QP magazine sat down with Reiko McNish, Founder and C.E.O. of the Japanese brand, AMATERAS, to talk all things about fashion, starting your own company at a young age and looking for growth opportunities using social media.





How did you start AMATERAS? What is your background?
I am 100% Japanese but have my cultural background in both Canada and Japan since I spent some teenage years in Canada, and my second last name McNish comes from my Canadian stepdad.
I established my company AMATERAS inc. when I was a senior in college (2 years ago). While all my friends were out job-hunting everyday, I knew that's not what I wanted to do, and I thought the only way for me to get out of that was to just establish my own something. Honestly, it wasn't like I wanted my fashion brand, it could've been a cafe, restaurant, or anything, but I wanted my own business. But since I was already in the fashion scene back then by doing modeling in my whole college time, I had a lot of connections in Tokyo, some knowledge and interest in fashion. I wanted it to be something that nobody has ever done before, and something meaningful. Then, I just started combining all my unique perspectives and thoughts from experiences and came up with this concept "East x West" (nightwear brand that conceptualizes the idea of modern Japan). Taking the nightwear like nightrobes and silky/cotton Pj's from the western culture and combining that with modernized Japanese kimono designs or fabrics; two mixtures of my background. What do you associate with if I said a word "Japanese brand", maybe you can think of the names of some famous Japanese designers and artists, but not a brand that visually translates the Japanese culture I bet. So that's something I'm trying to create. Luxurious and modern yet traditional!

What inspired you to become a fashion designer?
To be honest, I have never studied or practiced designing. I always had the creativity and ideas but was never an artist. So I started learning after this brand was established but I am definitely still learning. I've been using some help from my professional artist friends, but it is super exciting when my ideas and images are printed on beautiful fabrics.

How would you define the AMATERAS woman?
The word AMATERAS comes from the Japanese mythological goddess of the Sun. So we have a message for all the ladies who wear our pieces to shine brighter than all others with confidence and their inside beauty.

"I am trying to create a brand that visually translates the Japanese culture"

How do you think social media has played a role in your success?
Absolutely a lot. Since we don't have any physical shops, all of our orders are purchased online, and I would say 80% of that is from Instagram. As I have been on the model/influencer side myself, I knew how the system and Instagram marketing work so that helped a lot with our brand strategy as a startup. One little hype could lead your brand twice the profit or three if anything. The hype and results you can get out of social media marketing are pretty incredible and interesting, but knowing how to use the hype is the key to a long-lasting brand.

How does it feel to be a young female business owner in today's industry?
I personally read or watch a lot of English news because I always felt like their perspectives and motives are always ahead of Japan. But so I feel like as a world it is becoming more acceptable to the idea of "young CEO" or "female CEO/leaders" but not quite yet in Japan. So I have faced numbers of weird situations, difficult times, and criticisms, but I have never let them get to me. People want to comment on something/someone that's different, but at the same time, you get all the credits and opportunities if you continue to succeed in it. I believe I'm being able to push a lot of young generations back by proving them with results and it is pretty exciting!

Who is on your wish list to dress?
As much as the brand is somewhat cultural, I want all ethnicity to enjoy our pieces and the unique concept without any borderlines. But as the meaning of AMATERAS, definitely someone with strong core and a beautiful mind who understands the concept and messages of this brand from many different industries/ categories.

What inspires you to create new collections season after season?
This is my favorite part! I have my radars on 24/7 for trendy, unique, and new stuff for fashion, art, and designs on a daily basis, so I carry around my notebook to draw in case get an idea. I usually get my inspirations while I'm traveling and usually designing on the plane home.

If you could go back and tell yourself one thing before beginning your career what would it be?
Just keep believing in yourself.

As a young entrepreneur, what advice would you give to girls wanting to start their own business?
First of all, don't be afraid of being different. It is amazing to be able to even think that you want to start your own career, because to some people it requires a lot of courage.

Where do you see yourself in the next 5 years?
I want to say a lot of things but realistically, AMATERAS is already profiting 5 times more compared to the first year, and we plan to see AMATERAS grow more internationally within the next 5 years. As a company, I plan to create a lifestyle brand with the theme of AMATERAS, not only to expand this current AMATERAS line but to have other lines with the same concept, and perhaps to the food and beverage industry? Or the hospitality business?

"I came up with this concept "East x West" (nightwear brand that conceptualizes the idea of modern Japan). Luxurious and modern yet traditional!"









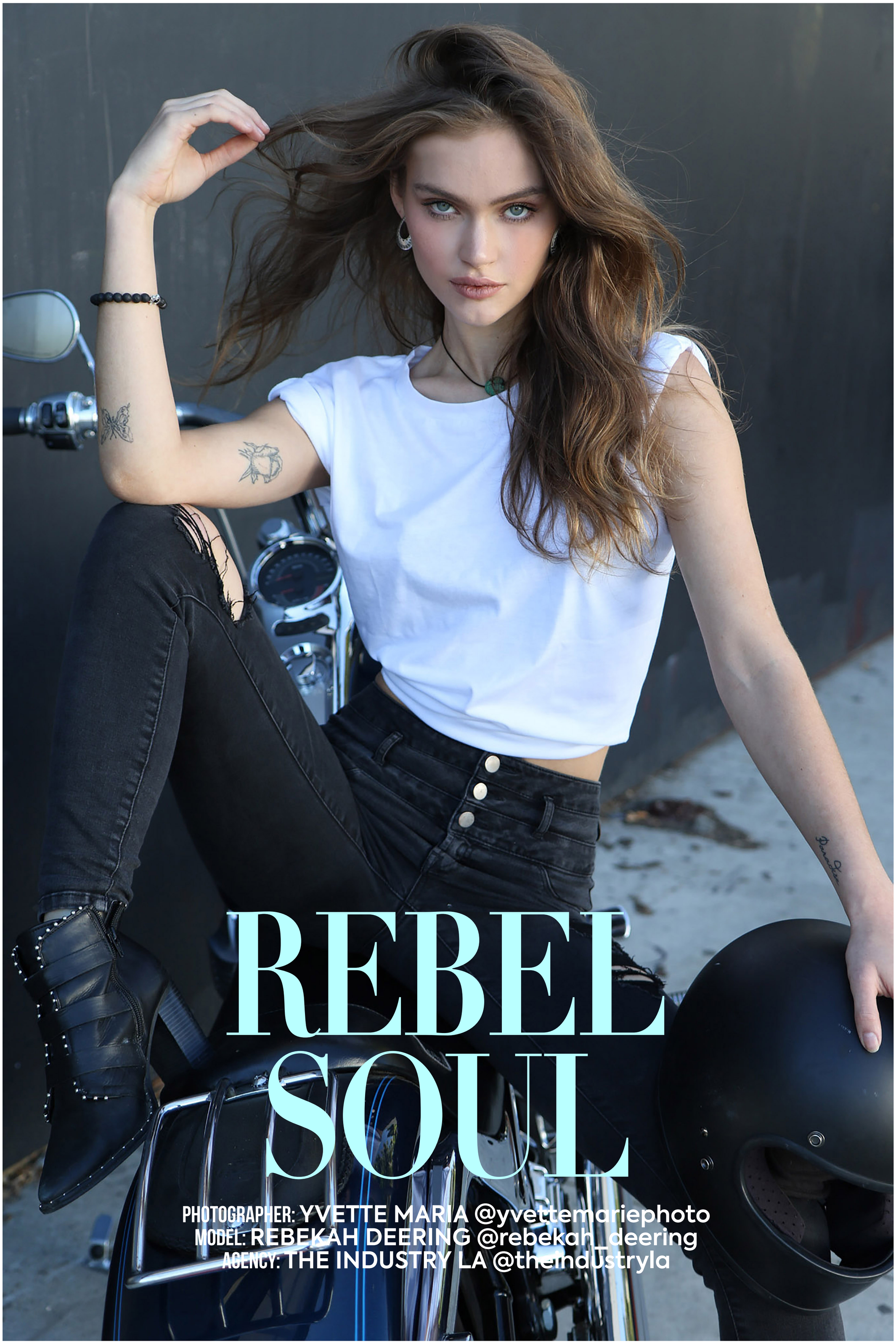
LE MALE

PHOTOGRAPHER: SONNY MATSON @sonnychaotic
MODEL: BLAKE LEE @blake.lee3






Harley
Le Pera



REBEL SOUL

PHOTOGRAPHER: YVETTE MARIA @yvettemariephoto
MODEL: REBEKAH DEERING @rebekah_deering
AGENCY: THE INDUSTRY LA @theindustryla













THE FACETIME SERIES

A PROJECT BY
YASMINE KATEB @yasminekateb



MODEL: GULSINA @_gulsina
AGENCY: WILHELMINA MODELS @wilhelminamodels



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JUL/AUG 2020

FASHION AND LIFESTYLE MAGAZINE

ANNA MARIA OLBRYCHT

BY ROB HANKINS